

San Diego Shared Housing Collaborative

Landlord Engagement

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Funders Together

TO END HOMELESSNESS

SAN DIEGO



Shared Housing
Institute

TOWNSPEOPLE®

Why are we here?

- To flip the focus from expecting that **clients** work with landlords to creating **agency** relationships with landlords
- To learn how to develop **strategies** for landlord engagement related to shared housing
- To learn why it's important to talk to **landlords and property managers** about participating in housing programs that benefit clients... especially shared housing

Icebreaker

- In chat:
 - Name, role, agency, and if you prefer sweet or savory treats?
 - What questions do you have on shared housing landlord recruitment?





State of Housing in CA

State Facts

MINIMUM WAGE	\$15.00
2-BEDROOM HOUSING WAGE	\$39.01
NUMBER OF RENTER HOUSEHOLDS	5,861,796
NUMBER OF RENTER HOUSEHOLDS BELOW 30% AMI	1,308,774
PERCENT OF RENTER HOUSEHOLDS BELOW 30% AMI	22%
NUMBER OF RENTER HOUSEHOLDS BELOW 50% AMI	2,144,679
PERCENT OF RENTER HOUSEHOLDS BELOW 50% AMI	37%

Affordable Rent for Low Income Households

Minimum Wage Worker



Household at 30% of Area Median Income



Household at 50% of Area Median Income



Fair Market Rent

1-Bedroom Fair Market Rent



2-Bedroom Fair Market Rent



Working at minimum wage

\$15.00/hr

Each week you have to work

83 HOURS

To afford a modest 1 bedroom rental home at Fair Market Rent

HUD Programs that allow for Shared Housing

**Public Housing-
Housing Choice
Vouchers (Including
EHV)**

HUD-VASH (VA)

**Supportive Services
for Veteran Families
(VA)**

**Emergency Solutions
Grant - Community
Planning &
Development(CPD)**

**Continuum of Care
Program - CPD**

**Housing
Opportunities for
Persons with
AIDS(HOPWA)- CPD**

**Community
Development Block
Grant - CPD**

**HOME Program –
CPD (ARP)**

Shared Housing Client Benefits



Move out of
homelessness
sooner



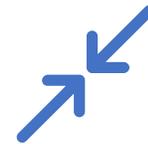
Move to a better
neighborhood



Find better quality
housing, more
living space



Can choose
housemate/s



Decrease
isolation/increase
personal support



Shared housing can be
temporary, stay for the life of
the lease, or long term

Shared living is a norm in high-cost housing markets.

***“Now is the time” to make it
a norm for ending homelessness.***

Landlord Engagement Overview

Basics of landlord engagement

- Outreach, education, incentivization, and recruitment
- Reducing barriers – tenant screening criteria
- Landlord / tenant mediation
- Support, retention, and risk mitigation
- Tracking unit availability and housing search assistance
- Landlord incentives and benefits

Marketing

- Social Media
- Door to door – door hangers, flyers, etc.
- Regular email communications
- Participation in community events
- Landlord Surveys

Landlord Engagement Roles

HOUSING SEARCH ASSISTANCE

Client = household experiencing homelessness

- Identifying housing needs and preferences
- Information sharing about available rental opportunities
- Transportation and accompaniment in viewing rental units
- Assistance with rental applications
- Advocating for flexibility with tenant screening
- Lease execution and move-in support

LANDLORD ENGAGEMENT

Client = Landlord/property manager

- Rental market research
- Outreach
- Education
- Recruitment
- Tracks units in database/inventory spreadsheet
- Incentivization
- Risk mitigation
- Support and Retention
- Collects and share feedback

Landlord Engagement Models

System Level

Community-wide landlord engagement for all programs

Coordination meetings

Landlord advisory group

Shared landlord database/list

Community-wide marketing and outreach activities

Landlord benefits and incentives

Programmatic Level

Staff may include: Housing Navigator, Case Worker, Landlord Liaison, etc.

Landlord outreach by program

Tenant & landlord support /mediation

Supportive services / case management

Landlord benefits and incentives

Landlord Engagement in a Difficult Market

<u>Do</u>	<u>Do Not</u>
<ul style="list-style-type: none">• Cut checks fast and on time• Offer double security deposit• Tailor your incentives to the market• Provide a steady referral source of new tenants; reduce need to advertise• Return calls within 1 business day• Assist tenants with problems and if problems can't be solved, move out without an eviction• Provide “good tenant” skills and coaching on presentation at apartment viewing• Encourage being part of a mission to end homelessness	<ul style="list-style-type: none">• Just give client a list of vacant units• Send the client with literature on the program to explain to landlords themselves• Explain too much over phone/email before viewing the unit• Be negative/critical of the prospective tenant or shared housing• Take too long to follow-up with financial requests• Accept “no” too quickly

What's in it for you?

- Provides a **natural pipeline** of units to the program for people in need of housing
- **Reduces the burden** on people experiencing homelessness having to hustle to find their own housing
- Develops **positive name recognition** in the community
- Gives people **options**
- Allows you to **end homelessness faster** for people
- Creates opportunities for people to find **housing with dignity**

Know Your Audience: Landlords

- Rental housing is a business
- They want to find ways to reduce risk in a risky market
- Maximize return on investment
- Smaller landlords are a major supplier of affordable housing in the country



Landlord Incentives/Benefits: Money



- Signing incentive/bonus
- Enhanced security deposits
- Application fees
- Holding fees
- Risk mitigation/damage claim funds
 - May include loss of rent
- Hotline
- Pre-inspections
- Reduced marketing costs

Landlord Incentives/Benefits: Relationships

- Dedicated contact person (landlord liaison/specialist)
- Coordinated tenant screenings
- Housing viewing coordination
- Lease signing assistance
- Ongoing supportive services



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What do Shared Housing Tenants Need?

- **Individual leases** (required by HUD)
 - Tenancy is thus not at-risk based on other housemates' actions
 - Bifurcated leases are normal in private housing market
 - Landlords have found that clients do better on individual leases, thus better for the LL.
- **Leases should be inclusive of utilities, when possible**
- **Community Connections and Conflict Management supports**

Recruitment Tips/Tricks

Introduce yourself to the landlord and learn more about their rental requirements

Never overpromise what you/your agency can do... delete the word "always" from your vocabulary when pitching landlords

Highlight what makes this situation unique from traditional tenants

Describe/share some of the tools to support the tenants as housemates.

Landlord Benefits-Shared Housing

- Reduced vacancies and advertising costs
- Leasing situation that allows property owners to generate a profit (and potentially receive a bonus per lease)
- Landlords may want to be a part of the solution to helping people end their homelessness
- Homeowners get increased financial security by renting out a rental with multiple leases
- **Remember: Shared housing/having housemates isn't uncommon in the private rental market!**

Selling Shared Housing To Landlords

Sell Shared Housing with Confidence!

- ❖ Be sensitive to past landlord trauma – differentiate your program from past experiences
- ❖ Change the narrative with landlords, be proud to share the mission, asking LL's: "***when did you do shared housing yourself in your own housing history?***"
- ❖ Introduce the case manager to the landlord
- ❖ Show landlords Shared Housing client tools

Housing Authorities and Shared Housing

- Same voucher process for 2 or 3 people as it is for one. The HA processes the paperwork on each person's individual level.
- Only difference, when you review the lease you are looking at 2 or 3 different leases, calculating rent on 2 or 3 people in the house as EACH PERSON HAS THEIR OWN LEASE with LANDLORD.
- Inspection process is the same. When one person moves out, the HA just reprocesses the inspection for the unit and the building.
- Housing Authorities with experience in shared housing accept the voucher the same as they do for individual units.

Chime in!

- What are some of your recruitment tips/tricks for landlord engagement?
 - How can that translate into finding landlords for shared housing?
- What questions on recruitment do you have right now?

Building & Implementing

Partnership

- Be a TRUE partner: no more Us vs. Them mentality
- Developing & maintaining landlord relationships is someone's full time job
- Actively listen to landlords to understand their goals, needs, and priorities
- Build relationships with landlord associations/real estate brokers
- Connect with regional property managers & management company decision-makers.

Programming

- Landlord incentives are well-designed to minimize landlord risk based on your market
- Program and staff do what they promise...and don't promise what they can't do.
- Calls/emails from landlords are returned quickly
- Checks are cut quickly.

Remember: Landlords are Your Client!

Landlord Marketing Sample Letter

Shared Housing Landlord Partnership!

As a landlord, you could participate in a program that **maximizes your tenant revenue** and **reduces homelessness** in your community!

Shared Housing, a norm in the housing market, is when 2 or more unrelated individuals choose to live together. We invite you to partner with us on shared housing options for people exiting homelessness. Below are some of the benefits for participating landlords.

Advantages of Shared Housing for Landlords



Maximize Revenue and Reduce Risk! Mitigation funds cover unexpected vacancies; security deposits; 1st month rent in advance.



24/7 support – Prevent Evictions! Housing Navigators available to address questions and concerns and facilitate stable, long term housing.



Referral service – pre-matched clients will be referred to you to fill immediate vacancies; no need to spend money on advertising.

How the Program Works

1. Landlord reports available unit/s.
2. Case manager identifies pre-screened potential tenant matches.
3. Formal application and unit visit.
4. Individual lease signed between each tenant and the landlord.
5. Roommate agreement signed between housemates outlining responsibilities.
6. Move-in and ongoing support provided by housing stabilization team.

Interested in Learning More?

Contact:



Discussion

- How can you use today's tools/discussion in your landlord engagement efforts?
- How do you think you (or your agency) may need to adjust landlord engagement to incorporate shared housing?

Next Session

Topic: Landlord Retention

July 13th

10am-11am

[https://us06web.zoom.us/j/81218093639?pwd=anBRVkJkZC
VytrNWdKbXNsRWtISHA3dz09](https://us06web.zoom.us/j/81218093639?pwd=anBRVkJkZC
VytrNWdKbXNsRWtISHA3dz09)

Resources

- [Shared Housing Institute](#): Lots of resources!
 - [Landlord Engagement Training Videos](#)
- [Splitwise](#): Splitwise is a free tool for friends and roommates to track bills and other shared expenses, so that everyone gets paid back.
- [Example housemate/roommate agreement](#)
- [Various rapid rehousing landlord/tenant agreements on page 30](#):
 - Please see the "Notice to Landlord of Financial Assistance" (located in the bottom right corner as a hyperlink)
- [Example Rent Calculation Policy](#)
- [HUD Shared Housing Guidance](#) (including rent calculation/payment standard)
- EHV Office Hours: Shared Housing

Shared Housing Resources for Landlord Engagement

Youth Shared Housing	<u>Youth and Shared Housing LL Engagement Palm Beach County</u>
Veteran	<u>SSVF Shared Housing Toolkit</u>
Landlord Success Video	<u>Landlord and Shared Housing Success</u>



Expanding System Capacities for Shared Housing

To prevent and end homelessness

[Contact Us](#)

